



October 6, 2003

Dear Site Coordinator:

This is a highly relevant **LIVE FREE CONTINUING EDUCATION** satellite broadcast, but you **MUST REGISTER** your facility in order to participate! Even dedicated IMN sites need to register for:

“2003 Secondary Stroke Prevention”

Wednesday, November 5, 2003 for Sites with Steerable Dishes
12:00 PM - 1:30 PM & 3:00 PM - 4:30 PM Eastern

Thursday, November 6, 2003 for PRIMEDIA Healthcare/IMN Sites
12:00 PM - 1:30 PM Eastern

Every 45 seconds, someone in America has a stroke. About 700,000 Americans will have a stroke this year and 168,000 of them will die. In fact, stroke is our nation's No. 3 killer and is a leading cause of severe, long-term disability. The great tragedy is that most strokes could be prevented if those at risk were identified and treated in time.

In keeping with the American Stroke Association's commitment to educating healthcare providers about stroke prevention and treatment, I would like to invite you to serve as your hospital's host for a satellite broadcast entitled **2003 Secondary Stroke Prevention**. The objective of this **90-minute broadcast** is to provide participants with a better understanding of interventions and tools available to prevent patients from having a second stroke.

Why do I have to register my site?

The American Stroke Association has selected Interactive Medical Networks (IMN), to assist in managing and producing our cutting-edge Continuing Education broadcast. If your facility has at least 10 documented physician attendees, IMN will send you gift certificates for Domino's Pizza® or SUBWAY®.

How do I document my physicians?

Included with your site coordinator packet will be an "Attendance Sheet" that will ask for each participant's name and discipline. This will need to be faxed back to IMN along with CME and CE applications. The American Heart Association will provide FREE continuing education credit hours for physicians, nurses and pharmacists, and IMN will manage the process.

How do I register my facility?

- Sign up on-line at <http://aha-asabroadcast.org> OR
- Call Interactive Medical Networks at **888.466.3250**

What if my facility does not participate?

With access to the Internet, simply log on to www.heartstrokebroadcast.org for a live simulcast of the broadcast on November 5 at Noon and a rebroadcast at 3 PM Eastern time. A high-speed connection is recommended, as there will be both a video and an audio presentation. Please log on at least 30 minutes prior to the broadcast to allow time to download course materials.

Thank you in advance for participating in this important event.

**This program is being made available through the sponsorship of the American Stroke Association and a supported educational grant from Bristol-Myers Squibb Company and Sanofi-Synthelabo.*

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American Stroke
AssociationSM

The American Stroke Association
presents a live broadcast entitled

A Division of American
Heart Association



2003 Secondary Stroke Prevention

WEDNESDAY, NOVEMBER 5, 2003

LIVE 12:00 - 1:30 PM EASTERN

LIVE 3:00 - 4:30 PM EASTERN

Sites with Steerable Satellite Dishes

THURSDAY, NOVEMBER 6, 2003

REBROADCAST 12:00 - 1:30 PM EASTERN

PRIMEDIA Healthcare and IMN Sites

This program is presented FREE by the American Stroke Association on domestic satellite (KU and C-Band) and to PRIMEDIA Healthcare/IMN locations. Please visit our site for more information at

<http://aha-asabroadcast.org>

CO-CHAIRS AND MODERATORS

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SEGMENT TOPICS

- **Stroke: A Nation at Risk**
- **How Should Treatment Guidelines Guide Treatment**
- **Making Change Happen: Lessons From Those Who Have Done It**

TARGET AUDIENCE

Primary Care Physicians, Neurologists, Cardiologists, Pharmacists, and Nurses

CONTINUING MEDICAL EDUCATION ACCREDITATION

The American Heart Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The American Heart Association designates this educational activity for a maximum of 1.5 category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

CONTINUING EDUCATION ACCREDITATION - NURSES

This program (03-NC-555) has been approved by an AACN-approved provider (11527) under established AACN guidelines for 1.5 contact hours, CERP Category A.

CONTINUING EDUCATION ACCREDITATION - PHARMACISTS



The American Heart Association is accredited by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. ACPE Credit: 1.5 Contact Hours or 0.15 CEUs.
Universal Program Number: 256-000-03-78-H01

Hospital Education Coordinators are invited to register their facilities by visiting **www.aha-asabroadcast.org** and filling out the on-line registration form or contacting Interactive Medical Networks at **888.466.3250**. Registration is required to receive program coordinates.

LEARNING OBJECTIVES

*At the end of the broadcast,
participants will be able to:*

1. Identify stroke as a national health problem
2. Describe the major risk factors for stroke and manage patients at risk
3. Incorporate secondary stroke prevention into their office or hospital-based practice
4. Utilize available resources for stroke prevention

EDA# 556-0038

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through an educational grant from:



Bristol-Myers Squibb Company
and **sanofi-synthelabo**